

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37399  
**Alt Order #:** 08872204  
**Product Desc:** Horsford/DCCC  
**Estimate:** 1876  
**Flight Dates:** 09/26/12 - 10/02/12  
**Original Date / Rev:** 09/25/12 / 09/25/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC - Horsford  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	18	\$9,800.00	\$8,330.00
10/01/12	10/02/12	1	\$2,100.00	\$1,785.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$9,800.00	\$8,330.00	0.00
October 2012	1	\$2,100.00	\$1,785.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$11,900.00</b>	<b>\$10,115.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/26/12	09/28/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	2	\$565.00	LV1	0.00	NM	2	\$1,130.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--			2			\$565.00		0.00			
E 2	8	09/26/12	09/28/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--			2			\$750.00		0.00			
E 3	8	09/26/12	09/28/12	CBS This Morning 7-9a	CM	7-9a	--WTF--	:30	2	\$440.00	LV1	0.00	NM	2	\$880.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--			2			\$440.00		0.00			
E 4	8	09/26/12	09/28/12	Live w/Kelly	CM	9-10a	--WTF--	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--			1			\$650.00		0.00			
E 5	8	09/26/12	09/28/12	Price Is Right	CM	10-11a	--WTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Advertiser: DCCC - Horsford  
Product Desc: Horsford/DCCC  
Estimate: 1876

**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	8	09/26/12	09/28/12	Price Is Right Price Is Right	CM	10-11a	--WTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		1			\$350.00			0.00			
E 7	8	09/26/12	09/28/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		1			\$225.00			0.00			
E 8	8	09/26/12	09/28/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p	--WTF--	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
THE BOLD AND THE BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		1			\$325.00			0.00			
E 11	8	09/26/12	09/28/12	Ellen Ellen	CM	3-4p	--WTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		2			\$325.00			0.00			
E 12	8	09/26/12	09/28/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	--WTF--	:30	2	\$940.00	LV1	0.00	NM	2	\$1,880.00
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		2			\$940.00			0.00			
E 13	8	09/26/12	09/28/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	--WTF--		2			\$1,000.00			0.00			
E 16	8	10/01/12	10/02/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MT-----	:30	1	\$2,100.00	LV1	0.00	NM	1	\$2,100.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----		1			\$2,100.00			0.00			
N 18	8	09/29/12	09/29/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$175.00	LV4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$175.00			0.00			
N 19	8	09/26/12	09/28/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	--WTF--	:30	1	\$35.00	LV3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--		1			\$35.00			0.00			
Totals													19	\$11,900.00	